

Communications Peer-to-Peer NOTES

June 1, 2014

The items posted in this section are notes from conversations that are not reviewed or approved by the attendees. The information in these notes is not intended to override guidelines, policies and procedures listed elsewhere in the LMSC Guide to Operations or elsewhere on usms.org or in the USMS rule book.

Attendees

Moderator: Jerry Clark

Mary & John Pohlman – OZ, Pete Tarnapoll – OH, Michael Moore – PC, Steve Peterson – PN, Hans Van Meetern – NC, Bob Jennings – FL, Jim Clemmons – PC, Chris Stevenson – VA, Ken Winterburger – AK, Pam Ogden – MN, Paige Buehler – IW, Lynn Morrison – NT, Sergio Pacheco

At beginning of call, moderator, Jerry Clark, pointed out the wealth of information under COMMUNICATIONS in our Guide to Operations on the VOLUNTEERS section of the USMS website:

-) [USMS Writing Style Guide](#)
-) [Creating an Effective Press Release](#)
-) [Newsletter Hints](#)
-) [Effective Web Content](#)
-) [Update LMSC Information on USMS.org](#)

He also noted by his review earlier in the day that 30 of 52 LMSC websites do not have newsletters.

How frequent is your newsletter:

NC – 1/mo – maybe skip in summer. E-newsletter – use Constant Contact. About 50% open
VA – 1/mo e-newsletter and print – you can opt out of getting print when register and about 50% opted out. Thought about eliminating print because of cost – but others thought they lost members when they discontinued print. About 50% open email.

SC – used to print and mail – but stopped print due to costs

Pacific – Constant Contact – about 30% open of 18,000 on Newsletter list – but percentages could be higher, since some just read as text without opening to see the graphics

PNW – 6/yr and possibly dropping print version all together. Sometimes difficult to find reliable editor. Also put it online – mail about 300 issues.

Note that with Constant Contact, you can see which articles are getting opened

Ideas on getting content

Obligate coaches to write two articles or two workouts if you pay to send them to training. This seems to be most “opens” on the e-newsletters – anything regarding technique or workouts. WORKOUTS are most popular WITH explanations.

Pacific - Coaches chair sends out newsletter on regular basis to other coaches in LMSC.

Goal is for the editor not to write, so members need to contribute – maybe Doctors writing for swimmers re training or injury. Need to round up group that wants to contribute on regular basis. Maybe a group of editors each in charge of a different topic.

Report on events and what was important at Convention, i.e. rule changes

NC – hired coach to forward 5/workouts a week – but now you have coaches contributing targeted workouts on USMS Websites i.e. Sprint, distance, open water etc.

Importance of “Places to Swim” on the USMS website and the correct contact information
Hard to do – but need to remind club contact to keep info current.

In some places the Registrar tries to update Places to Swim

Timeliness of posting – some clubs in Ozark communicate with Yahoo groups, Facebook, This can get it out much quicker. Twitter would also be good but can be hard to find. Most effective way to communicate could depend on age. Advantages of social media is it can create more feedback – can ask questions, interaction.

Should there be any required info in a Newsletter

No one knew of “required” information – but the following should be considered

-Financials, maybe one issue should cover financials.

- And the annual meeting, voting procedures, annual report given to those that show up and made available to anyone.

-Important to let people know what you have done – meets, clinics etc – what you as an LMSC have accomplished

Perhaps LMSC should review best practices –and recommend what content should ALWAYS be sent to LMSC members at least on an annual basis.